CONFERENCE REPORT

CLIENT: Philip Morris USA

BRAND: Fortune

DATE OF MEETING: July 1, 1991

LOCATION: Philip Morris

PRESENT:

Client:	Agency:
L. Suwarna	J. Bond
S. Reich	K. Glaser
J. Illes	A. Spade
	S. Hissam SH

PURPOSE:

To present revised campaigns.

DISCUSSION/AGREEMENTS:

Agency presented four revised campaigns and two new concepts (refer to leave-behind).

Client/Agency agreed to present the entire pool of campaigns for the meeting with M. Moore and E. Merlo this Wednesday.

Additionally, Client/Agency resolved to alter campaigns as follows:

PIG

Agency to insert "5 o'clock shadow" pig into campaign format; increase impact of price box.

BROWN PAPER

Agency to omit "cheap" from copy.

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Source: https://www.industrydocuments.ucsf.edu/docs/gkdy0004

SHOCKINGLY LOW

Agency to rework concept to emphasize product as being cure for shock, e.g. "Sticker shock? Try Fortune"

SAVE WITHOUT COUPONS

Agency to create visual mnemonic for quick read.

NEXT STEPS

Agency to revise concepts accordingly and present to Client Wednesday 7/3.

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